

Sussex. Extraordinary by nature.

| 2026 | Jan - Mar | Apr - Jun | Jul - Sep | Oct - Dec |
|---|--|--|---|--|
| Key Themes | Calm-cations | Spring awakening | A Grand Sussex summer | Made in Sussex |
| Visit Britain and Visit England themed content | <ul style="list-style-type: none"> • Spirit of British Winter • Rejuvenating breaks • Nights to remember | <ul style="list-style-type: none"> • Spring Tastes & Trails • Coast to Coast exploration • Farm to fork flavours | <ul style="list-style-type: none"> • A Grand British Summer • Seaside escapes • Regal summer | <ul style="list-style-type: none"> • Magic of Autumn • Enchanted Britain • Life around the pub |
| Target Audience | Free & Easy mini breakers <ul style="list-style-type: none"> • Under 35s travelling without children • Willing to spend on trips • Trips packed with activities & experiences • Public transport & good digital connectivity • Events, culture, boutique accommodation, quality food & drink | Explorers <ul style="list-style-type: none"> • Typically 45+ travelling without children • Largest segment in Germany & Netherlands. • Mid-affluence; overseas trips a priority • Like a relaxed pace in small cities/countryside • Heritage, outdoors & experiencing local culture including food & drink | Experience Seekers <ul style="list-style-type: none"> • Under 35s travelling without children • Largest segment in USA, Canada & France • Frequent travellers & will spend on experiences/locations that offer 'only here' experiences (e.g. active outdoors, events) • Boutique accommodation, quality food & drink • Public transport & good digital connectivity | Country Loving traditionalists <ul style="list-style-type: none"> • Couples aged 50+ travelling without children • Mid-affluence living in South East England • Countryside breaks • Heritage, outdoors & experiencing local culture – including food & drink |
| Important Dates | Dark Skies festival (Feb) | English Wine week (June) Sussex Craft Week (20-28 June) Sussex Day (16 June) | America 250 (4 Jul) Year of the Normans begins (28 Sep) | Winnie the Pooh 100 (14 Oct) |